



Free Funding for your third sector organisation



Today's Session

Who we are and how it works

Getting started

Demo of website and tools





Who we are, what we do & how it works





Who we are

We are a **completely FREE** online fundraising platform

We have **15 years** of fundraising experience

Members of the Institute of Fundraising and NCVO

Trusted by **190k** good causes

£45m raised



What we do

An alternative to AmazonSmile

We turn online shopping into **free donations** for your organisation

We partner with the UK's leading retailers – **7,500 of them**

We provide **a new income stream** for your organisation



Why is a new income stream important right now?

The number of people giving to good causes **fell by £4m** in November

82% of charity leaders are concerned about paying bills

20% of donors plan to cut back donations to cover household bills

33% of good causes have seen an increase in demand already

BUT...

47% of people are more aware of those in need in their community



Did you know?

£110billion was spent online in 2022

There are now **60million** online shoppers in the UK

38% of shopping in the UK is done online



How easyfundraising works in 3 simple steps

1. Register your organisation with easyfundraising – it's quick and easy

2. Ask your supporters & volunteers and to use easyfundraising when they shop online

3. The retailer will donate a percentage of what's spent to your organisation for free

The benefits

Easy, reliable & safe fundraising that **doesn't cost anything**

Unrestricted funding

Complements your other **fundraising**

Free for all causes regardless of size and structure

7,000+ retailers involved –no need to change where you shop



Shop with 7,500+ retailers

JOHN LEWIS

ebay

Sainsbury's

Argos

ASDA groceries

M&S

trainline

TESCO

Booking.com

JUST EAT



Demo and getting started





To get started, visit this link:

www.easyfundraising.org.uk/community



Free unrestricted funding for your organisation

Turn online purchases into free donations for your voluntary organisation, non-profit, charity, or CIC



Start earning unrestricted funding

What's your organisation's name?

e.g. Samaritans - Cheshire

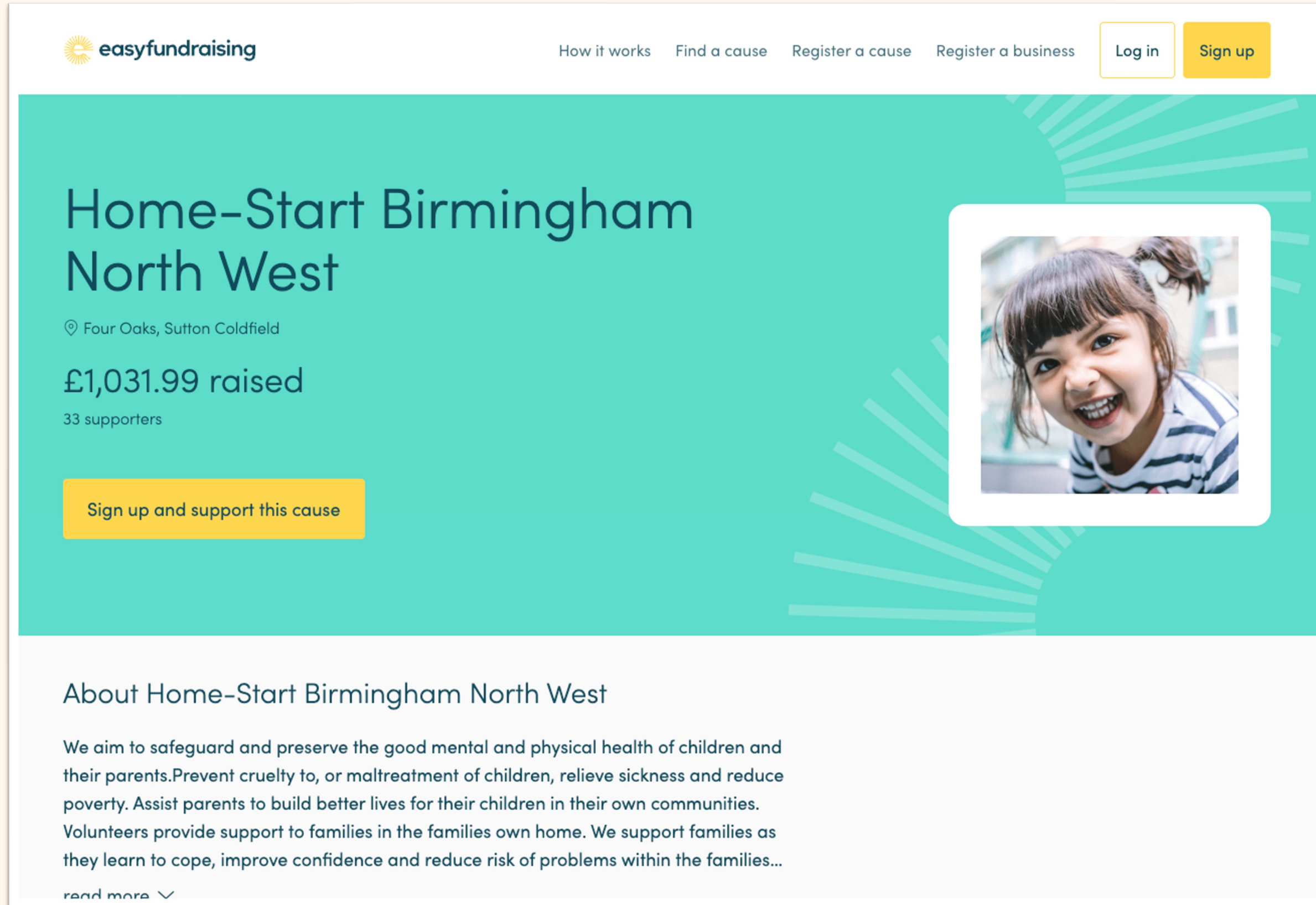
Sign us up!



Supporting good causes and charities for over 15 years



Your easyfundraising page example



The screenshot shows a web page for 'Home-Start Birmingham North West'. At the top left is the 'easyfundraising' logo. To the right are navigation links: 'How it works', 'Find a cause', 'Register a cause', and 'Register a business'. Further right are 'Log in' and 'Sign up' buttons. The main content area has a teal background with a sunburst graphic. It features the title 'Home-Start Birmingham North West', a location pin icon and text 'Four Oaks, Sutton Coldfield', the amount '£1,031.99 raised', and '33 supporters'. A yellow button says 'Sign up and support this cause'. Below this is a section titled 'About Home-Start Birmingham North West' with a paragraph of text and a 'read more' link with a downward arrow. A small inset photo shows a smiling young girl.

easyfundraising

How it works Find a cause Register a cause Register a business Log in Sign up

Home-Start Birmingham North West

Four Oaks, Sutton Coldfield

£1,031.99 raised

33 supporters

Sign up and support this cause

About Home-Start Birmingham North West

We aim to safeguard and preserve the good mental and physical health of children and their parents. Prevent cruelty to, or maltreatment of children, relieve sickness and reduce poverty. Assist parents to build better lives for their children in their own communities. Volunteers provide support to families in the families own home. We support families as they learn to cope, improve confidence and reduce risk of problems within the families...

read more ▾



FAQs

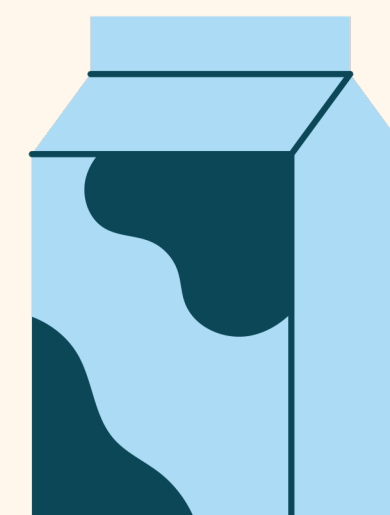
- Do we have to be a charity?
- Will it cost us anything?
- How is easyfundraising funded?
- How are we paid our donations?
- How much could we raise?



Getting your supporters involved & raising more



Supermarkets – turn your weekly shopping into weekly donations





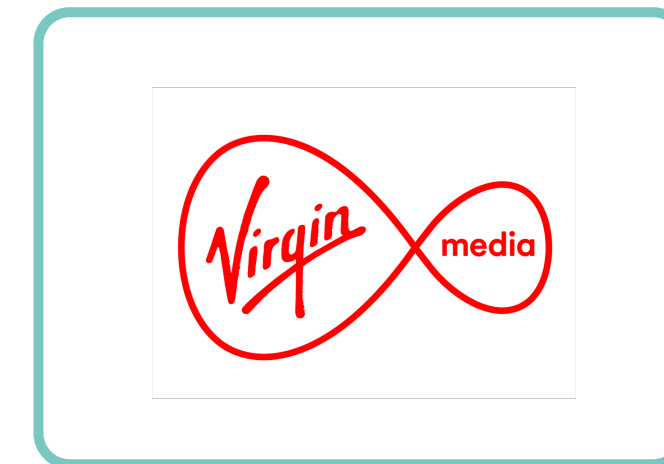
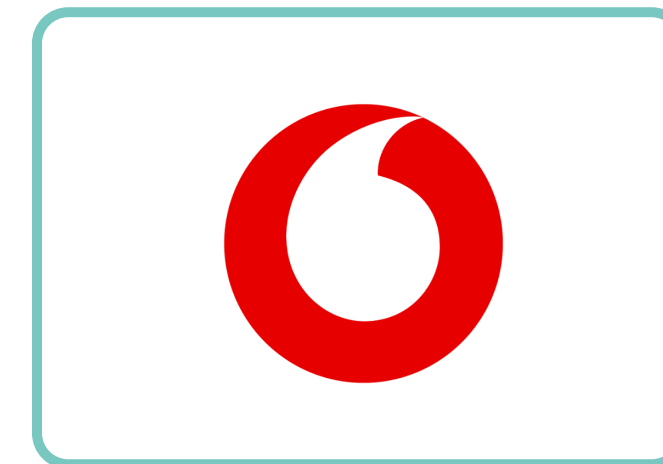
	Home delivery		Click & Collect	
Supermarket	First order	Existing customer order	First order	Existing customer order
Sainsbury's	£4.00	£1.50	£4.00	£1.50
Morrisons	£3.00	£1.50	£3.00	£1.50
WAITROSE & PARTNERS	£1.50	£1.50	£1.50	£1.50
TESCO	£2.50	25p	£2.50	25p
ASDA	£4.50	£1.00	£4.50	£1.00
ocado	£3.50	✗	✗	✗
Iceland	1.5%	0.5%	✗	✗

Minimum spend requirements apply. Full retailer T&C's apply. Donation rates may change from time to time, rates above were correct as of 13/01/2023.

Travel & holidays – raise on everything from flights to foreign currency



Big donations when buy insurance, utilities, broadband, finance and mobiles



Raise money when you make business purchases



Three reasons to use easyfundraising

A viable alternative to the gap left by AmazonSmile.
7,500 other retailers will donate to your organisation

Your community can support you for free - invaluable in these uncertain times

Easy to implement and manage. Generates funds all year round with little effort



Next steps:

- Set up your free easyfundraising page here: www.easyfundraising.org.uk/community
- Book a call
- Share the news and start raising

Contact me at:

becky@easyfundraising.org.uk

